

# Mexico – Chetumal

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico – Chetumal GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program.

The Mexico – Chetumal GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Chetumal. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 90.0%, the student response rate was 93.3%, and the overall response rate was 84.0%. A total of 1,415 students participated in the Mexico – Chetumal GYTS.

#### Prevalence

46.4% of students had ever smoked cigarettes (Boy = 51.8%, Girl = 41.5%)  
 21.9% currently use any tobacco product (Boy = 26.4%, Girl = 17.4%)  
 17.9% currently smoke cigarettes (Boy = 21.5%, Girl = 14.3%)  
 7.8% currently use other tobacco products (Boy = 9.9%, Girl = 5.7%)  
 26.2% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

23.3% think boys and 36.8% think girls who smoke have more friends  
 14.4% think boys and 28.7% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

10.9% usually smoke at home  
 28.4% buy cigarettes in a store  
 70.5% who bought cigarettes in a store were NOT refused purchase because of their age

#### Environmental Tobacco Smoke

33.3% live in homes where others smoke in their presence  
 46.3% are around others who smoke in places outside their home  
 87.8% think smoking should be banned from public places  
 75.6% think smoke from others is harmful to them  
 31.4% have one or more parents who smoke  
 58.3% have most or all friends who smoke

#### Cessation - Current Smokers

56.2% want to stop smoking  
 58.1% tried to stop smoking during the past year  
 71.7% have ever received help to stop smoking

#### Media and Advertising

83.5% saw anti-smoking media messages, in the past 30 days  
 85.2% saw pro-cigarette ads on billboards, in the past 30 days  
 74.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 14.7% have an object with a cigarette brand logo  
 10.8% were offered free cigarettes by a tobacco company representative

#### School

63.0% had been taught in class, during the past year, about the dangers of smoking  
 36.2% had discussed in class, during the past year, reasons why people their age smoke  
 57.5% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- 2 in 10 students currently use any form of tobacco; 18% of the students currently smoke cigarettes; 7.8% currently use some other form of tobacco.
- ETS exposure is high – over 3 in 10 students live in homes where others smoke and almost 5 in 10 are exposed to smoke around others outside of the home; 3 in 10 students have a parent who smokes and over half of the students have friends who smoke.
- Approximately three quarters of the students think smoke from others is harmful to them.
- Over half of the current smokers want to stop smoking.
- 10% of the students were offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over 8 in 10 students saw pro-cigarette ads in the past 30 days.